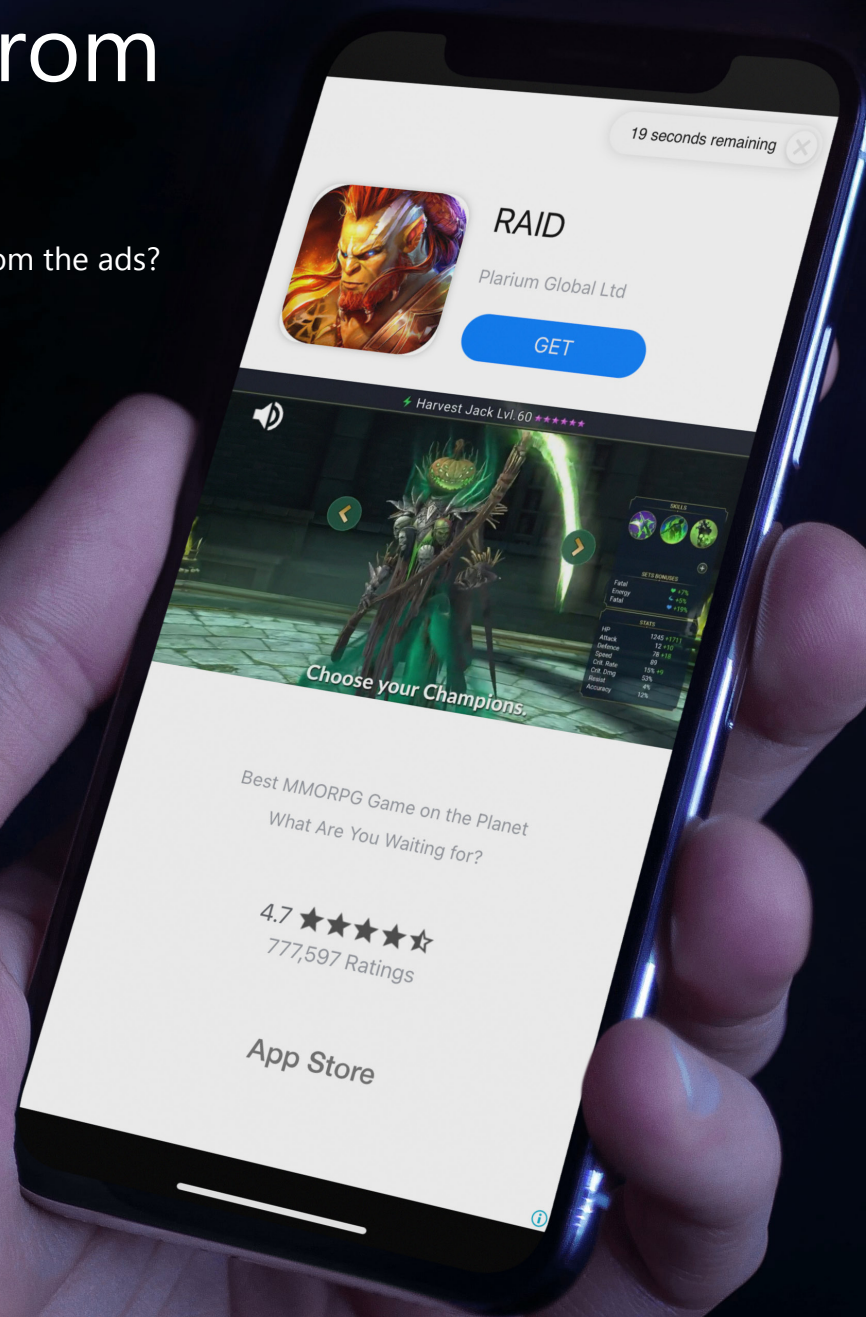


Joycelyn Dang & Stella Compagnucci

# Want a Break from the Ads?

Are you really free from the ads?

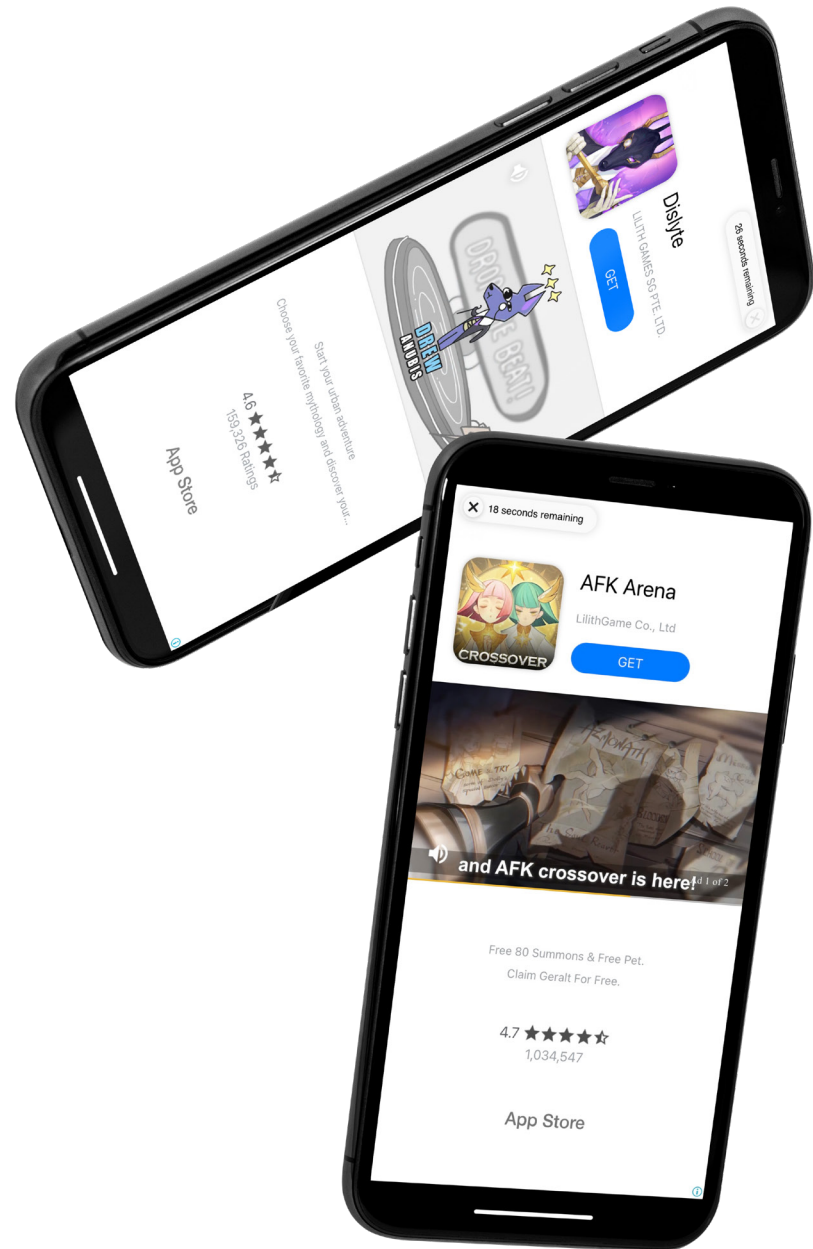


# Want a Break from the Ads?

Joycelyn Dang & Stella Compagnucci

Apple has recently changed their privacy policies - **App Tracking Transparency (ATT)** - following the release of the iOS 14.5 on April 26th, 2021. This new update allows for users to grant permission for Apple and other apps to either allow or restrict the sharing of data, asking the question “**Allow [app name] to track your activity across other companies’ apps and websites?**”

The introduction to ATT will pose a **concern** for digital content providers which house third party targeted advertisements, especially smaller content providers who rely more on the revenue from ads. With ATT in place, these providers will find it more difficult to formulate and analyze the user’s behavior - from what their most searched topic is on google, to what they have bought online recently and other assorted interests - through the **IOS system**. As digital advertisements rely on this specific algorithm to generate specific, targeted ads to people, this **creates conflict** for content providers to perform, thus also creating a challenge for them to also generate money from advertisements, with Facebook (now known as Meta) making **114.93 billion US dollars in ad revenues**, according to Statistica.



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Kinshuk, J. (April 26th, 2022). Mobile advertising and the impact of Apples App Tracking Transparency Policy. Apple, pgs 3-9.[https://www.apple.com/privacy/docs/Mobile\\_Advertising\\_and\\_the\\_Impact\\_of\\_Apples\\_App\\_Tracking\\_Transparency\\_Policy\\_April\\_2022.pdf](https://www.apple.com/privacy/docs/Mobile_Advertising_and_the_Impact_of_Apples_App_Tracking_Transparency_Policy_April_2022.pdf)

This change only highlights how Apple is making the move to curate the experience for their users; by giving them the option and knowledge that they are able to control how their data and personal information is handled gives users a sense of trust between them and the company. With there being a **great concern for personal information and data** being used and sold to data mining companies, this previously called into question the **moral** and **ethical** responsibility of Apple and other related tech companies, who seemingly did little to prevent or eliminate the threat of personal data being stolen. Now that Apple has introduced the ATT, this creates positive brand association for Apple - by ensuring the **privacy** and **safety** of their userbase's data and content. Both the general public and Apple consumers are able to be comforted in knowing that their concerns are being heard and prioritized, thus strengthening Apple's brand recognition in the tech industry.

However, while Apple has put a pivot with third party targeted ads, **this does not mean ads are completely eliminated altogether**. Apple already runs ads through some of their own apps, such as

Apple News and Stocks, and is reportedly planning on expanding to the app store as well, according to **CNBC**. So while it is clear that Apple has removed the ability for third party sites to screen ads, it has also taken this opportunity to expand and market their own. This will increase Apple's economy, as according to Bloomberg, Apple already generates an estimated **\$4 Billion annually**, and if they decide to continue to expand, will generate even more. Ultimately, It is evident that targeted ads have been impacted with the introduction of Apple's App Tracking Transparency, whether that be due to the decrease in revenue from **third party content providers** or the inability to extract personal data from **IOS** users. Overall, whatever outcome this new change in policy has provided, it has impacted Apple greatly in terms of public reputation, as well as providing them another market to explore and expand upon.

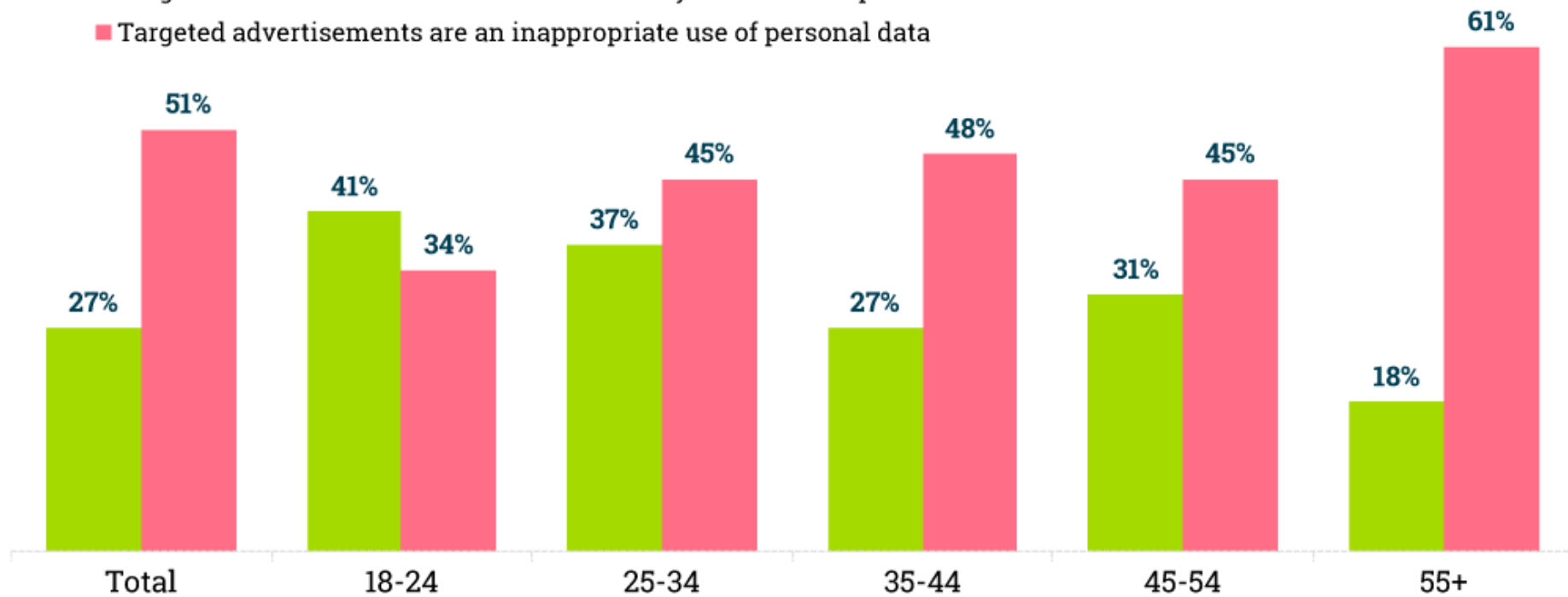


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Dans, E. (July 12th, 2020). How Apple has just taken the war against targeted advertising to a new level. Medium.com <https://medium.com/enrique-dans/how-apple-has-just-taken-the-war-against-targeted-advertising-to-a-new-level-47bc07d58438>

# US Adults' Attitudes to Targeted Online Ads, by Age



- Targeted advertisements are a convenient way for me to see products I am interested in
- Targeted advertisements are an inappropriate use of personal data



Published on MarketingCharts.com in May 2019 | Data Source: YouGov

Based on a survey of 3,132 US adults | Q: "Which of the following comes closer to your view on targeted advertisements online (ads which generally are shown to you based on your demographic information and browser history)?" | Remaining respondents answered "Don't know"

this graph is a survey illustrating a general consensus of people having an unfavourable opinion around targeted ads. This graph was **retrieved and referenced from:** Young Millennials Have A Positive View of Targeted Ads. Others? Not So Much. (2019, May 16). Marketing Charts. <https://www.marketingcharts.com/advertising-trends/creative-and-formats-108479> ; in order to showcase how many feel about targeted ads.